MARKETING SUCCESS IN A BUSINESS ORGANIZATION: THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGIES

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Abstract
The business sector produces and markets products and services for profit. Information and communication technology describes any technology used to create, process, and disseminate information that is critical to business performance. The objective of this paper is to show how various ICT tools can help marketers to improve on their marketing operations to bring about customer satisfaction and thus increase their market share and profits. The drawbacks associated with use of ICTs are also highlighted. With regards to the methodology, this is a review article that attempts to show the various ways that specific ICT tools can help marketers achieve success in their operations. The findings from other studies, which the paper hinges on show that the contributions of ICTs to marketing are enormous and this has enabled businesses to carry out anytime, anywhere, marketing, to the convenience of customers, while the marketers smile to the bank. The paper recommends that ICT in marketing must be brought to a new paradigm, where the tools of ICT will be used maximally, effectively and efficiently to gain business value and competitive advantage business organizations invest heavily on ICTs infrastructure, and give their staff regular up-dating ICT training, because this is what can help transform their businesses and allow them operate more effectively on the global stage.

Keywords: Marketing, Information Communication Technologies, customer relationship, E-commerce, Computers, Blogs, Social media marketing.

Introduction
Marketing is the centre of the business universe, and is saddled with the responsibility of creating, communicating and delivering value to customers. It has to manage customer relationship as well, and in ways that benefit the organization and its stakeholders. With these tasks and others, there is no way marketing would have been able to succeed without the use of ICTs in this 24/7/365 world we now live in. Before now, marketers had to spend large amounts of money creating billboards and trying to reach and satisfy their customers all over the world, with the then archaic, government owned and unreliable post and telecommunication services. But now, with the use of e-mails, e-commerce, e-purchasing and other ICT tools, and with the aid of computers enabled by the internet, marketers are able to engage in online research, online advertising, telemarketing and others such as these, at reduced costs. Information has been described as the life blood of any business and is also seen as those cues which have the potential to affect managerial decisions (Nigel and Evans, 2014).
Since marketing has been described as the centre of the business universe, three developments according to Kotler (2008), as cited in Boundless (2015) have rendered the need for especially marketing information stronger than at any time in the past. (i) From local to international marketing (business), (ii) from buyer needs to buyer wants, and (iii) from price to non-price competition which has to do with branding, packaging, product differentiation, and so on.

According to Riley (2012) and Rosenweig (2010), businesses and other organizations need information for about eight major purposes: planning, organizing, staffing, directing, coordinating, controlling, reporting and budgeting. Generating the above information is important but much more important is communicating it for the purposes of decision making, providing information for staff and customers, maintaining business records and providing effective communication for the essence of the global market and the 24/7 world we now live in (BBC Radio 1, 2010). This is where information communication technology comes in. ICT is very important in the business and marketing world.

Anyone in a leadership position knows that technology drives change and change demands technology. Certainly, ICT has favoured a multiplicity of changes in several industries – manufacturing, health, banking, tourism, and so on. Thus a major challenge for business has been the exploding advancement and the ever growing ICT developed within the past few decades (Cela, 2005).

Objectives of the paper
The major objective of the paper is:

i) To determine the effects of the ICTs as facilitators of marketing activities for a greater business performance.

ii) Highlight the drawbacks associated with the use of ICT tools in organizations.

Method of writing
The writer has attempted to adopt an analytical and exploratory approach. The method adopted is analytical in that it seeks to understand the meaning and basic functioning of ICTs and their contributions to marketing success in a business organization.

Conceptual clarification
Information and communication technology (ICT) is another extensional term for information technology (IT). It stresses the role of unified communications, and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information (Murray, 2011).

The term ICT is also used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives (huge cost savings due to elimination of the telephone network) to merge the telephone network with the computer network system using a single unified
system of cabling, signal distribution and management. The breadth of ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form, e.g. personal computers, digital television, email, robots.

Rouse (2014.), argues that, ICT is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems and so on; as well as the various services and applications associated with them such as video conferencing and distance learning. ICTs are spoken of in a particular context such as ICTs in education, marketing, health care or libraries.

Walton (2012.), also agrees that ICT is a vast field encompassing virtually all technologies that can receive, store and transmit signals electronically. He also agrees with Rouse (2014), that there are different perspectives of ICT that must be considered. From an economic and managerial viewpoint, ICTs have been regarded as: (1) a social construction, (2) an information provider, (3) an infrastructure hardware and software, and a business process and system.

From a marketing point of view ICTs have been viewed as: (1) a variety of separate applications (internet and customer data bases, power point), (2) a marketing channel, (3) a communication/promotional medium, (4) a marketing technique, and (5) a tool for relationship marketing. Obviously, ICTs are more than just computers. From database development, website design to market research, translation software, direct mail marketing and training, the application of ICT is critical for a economic success.

**Marketing** has been defined as the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 Ps of marketing: (1) identification, selection and development of a product. (2) Determination of its price (3) selection of a distribution channel to reach the customer's place, (4) development and implementation of a promotional strategy.

A more modern definition of marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA, 2013).

The relevant literature on marketing has analyzed the companies’ source of success, recognizing marketing and innovation activities – and their correct management – as the key success factors. In this sense, Achrol and Kotler (1999), Badaracco (1991), and Webster(1992), among others, consider that these activities provide the principal axis on the consumer’s value creation process, and their integration make possible to increase firms’ competitiveness and productivity.

**What are the tools of ICT that are used in business and marketing activities?**

According to SharMac (2009) the tools for communication can be either synchronous or asynchronous. The **Synchronous** ones are: Skype, Google talk, Yahoo messenger, and video messaging. The **Asynchronous** ones are: E-mail, Blogs, Wikis, News papers, Podcasts, RSS, You-tube, Audio graphics and On-line Forums. Other tools of ICT according to Millea, et al (2005) are as follows: They are divided into computing, Social Networking, Course evaluation assessment, Knowledge based, File compression, File-to–file conversion and Technology tools.

What are the uses of ICTs in Marketing?
ICT use has brought about a fundamental transformation at all levels of organizations, and the marketing function has been one of the main beneficiaries. Most of the authors cited here agree that ICT use in the development of marketing activities can be a true source of competitive advantage for any company improving innovation processes and their outcomes (Bond and Houston, 2003; Prasad et al., 2001; Roberts, 2000; Tatikonda and Stock, 2003; Tzokas and Saren, 1997). As Argyres (1999) and Tzokas and Saren (1997) show an important part of the benefits arising from the use of ICT as a source of acquisition and generation of market information. ICTs are one of the most appropriate media for getting close to the environment and acquiring or creating knowledge about the different agents that are part of it. Thus, the company gains access to a vast quantity of relevant and up-to-date information quickly, easily and cheaply.

Using ICT is crucial to most businesses and it is because of this, that the digital economy is regarded as ‘The Economy” and ICT is now an everyday tool for most things we do; business transactions, information retrieval, communications, service delivery and service access; information analysis, market intelligence, access to customers and so on. Below are some of the major uses of ICTs in Marketing.

Customer Relationship Management (CRM): Customer relationship management (CRM) is a leading new approach to business, which has already become established in the literature (Szeinbach, Barnes, & Garner, 1997). Indeed, CRM refers to all business activities directed towards initiating, establishing, maintaining, and developing successful long-term relational exchanges (Heide, 1994; Reinartz & Kumar, 2003). One of the results of CRM is the promotion of customer loyalty (Evans & Laskin, 1994), which is considered to be a relational phenomenon (Chow & Holden, 1997; Jacoby & Kyner, 1973; Sheth & Parvatiyar, 1995; cited by Macintosh & Lockshin, 1997).

This is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. This is with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth (Rouse, 2014).

The benefits of customer loyalty to a provider of either services or products are numerous, and thus organizations are eager to secure as significant a loyal customer base as possible (Gefen, 2002; Reinartz & Kumar, 2003; Rowley & Dawes, 2000). Recent developments in Internet technology have given the Internet a new role: to facilitate the link between CRM and customer.

Customer relationship management systems are designed to compile information on customers across different channels or points of contact, between the customer and the company. This can include the company’s website, telephone, life chat, direct mail,
marketing materials, and social media. CRM systems can also give customer-facing staff detailed information on customer’s personal information, purchase history, buying preferences and concerns. All banks in Nigeria and service companies like Star-Times, Dstv, MTN, GLO, Airtel and Etisalat have well established and well-maintained CRM systems. The banks often send information to their customers on their bank account balances, birthdays and other public holiday greetings, while the entertainment and telecommunication companies chat with customers to know how they feel about their services.

Boundless (2014), adds that CRM systems for marketing help the enterprise identify and target potential clients and generate leads for the sales team. A key marketing capability is the ability to track and measure multichannel campaigns, including e-mail, search, social media, telephone and direct mail. Metrics monitored include clicks, responses, leads, deals and revenue. These activities may include such things as free downloads (musical videos and music (MP3) ) on-line video content (You-Tube), and online web presentations (products for sale). This revolution in CRM has been referred to as the new “mantra” of marketing (Winer, 2001).

Key benefits of Customer Relationship Management (CRM) are as follows:

- Improved customer/client service facilitated by a central, accurate source of customer/client/supplier information that can be shared across the business.
- Improved business analysis, ability to access and analyze sales/prospect lead data, business win/loss information, sales pipeline details, sales performance data [business.gov.au., 2010]

E-commerce: Eichetti (2013) and business.gov.au (2010) agree that, electronic commerce is the buying and selling of products and/or services over the internet. It draws on other technologies such as electronic funds transfer, online transaction processing, electronic data exchange (EDI) and inventory management systems. This is commonly done by Jumia and Konga in Nigeria and Alli express and Asos, international e-commerce companies in the United Kingdom.

Key benefits of e-commerce: According to Khurana (2015) the benefits of e-commerce to shoppers and sellers are enormous: (1) Overcomes geographical limitations, (2) gains new customers with search engine visibilities, (3) lowers costs, (4) locates the product quicker, (5) eliminates travel time and cost, (6) provides comparison shopping, (7) enables deals, bargains coupons, group buying, (8) provides abundant information, (9) increases targeted communication, (10) remains open all the time 24/7/365, (ATM in banks), (11) creates market for niche products, (12) makes International marketing easier.

Social media marketing: Social media is hot. Social Media is now the trend, and for businesses it represents marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why nearly every business on the planet—from giants like Starbucks and IBM to the local ice cream shop—are exploring social media marketing initiatives. Mashable (2015) sees social media marketing as the process of gaining website traffic through social media sites. Social media marketing programmers usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. Here is a
breakdown of what the little companies revealed as the main uses of social media marketing: 75% have a organization web page on a social media website. 69% publish position up-dates or articles of interest on social media websites. 57% develop a network through a website such as LinkedIn. 54% monitor reviews about the organization. 39% maintain a weblog ( Stelzner ,2015).

Boundless (2014), agrees with Mashable (2015), and adds that social media marketing involves using peer recommendations, building brand personality and addressing the market as an heterogeneous group of individuals. It also uniquely encourages customers (consumers) to create their own content and buzz around a product. In other words, programmes usually center on efforts to create content that attracts attention and social networks. Hence, this form of marketing is driven by word – of – mouth (viral marketing), and this means it generates results in earned media rather than paid media by use of facebook, twitter, linkedin, pinterest, you- tube, flicker, wikis, blogs, myspace, orkut, ning, and so on.

**Key benefits of social media marketing:** (1) Generating exposure to businesses.(2) Increasing traffic/subscribers. (3) Building new business partnerships.(4) Rise in search engine rankings. (5) Generating qualified leads due to better lead generation efforts. (6) Selling more products and services. (7) Reduction in overall marketing expenses. (8) Ability to gauge customers’ opinions, demands in real time. (9) Creates brand awareness and dynamic customer engagement and relationship development (Neti , 2011)

**Internet – Based Communication Skills – VOIP, Video Conferencing, Web Conferencing:** According to Beal (2015), VOIP is short for Voice Over Internet Protocol. It is a category of hardware and software that enables people to use the internet as the transmission medium for telephone calls by sending voice data in packets using IP rather than by the traditional circuit transmission of the public switched telephone network ( PSTN). VOIP is also known as internet telephony, IP telephony or voice over the internet, (VOI). These tools enable virtual meetings with Colleagues and customers located in different geographical locations rather than speaking with them on the telephone or meeting face – to – face. Sherman (2014) writes that both web and video conferencing use the internet to cut the cost of travelling to meetings. With video conferencing, one can connect two or more locations by the use of webcam for an interactive meeting with customers and clients. Web conferencing or webinars dispense with video though they sometimes include and are not necessarily interactive. In addition to installing a video conferencing application, participants require a high-speed broadband connection to ensure a smooth, real time streaming video experience.

VOIP applications and services are similar to a regular telephone call, with the key difference being that the call is transmitted over the internet (rather than over communication networks). VOIP is cheaper and easier to maintain than traditional circuit – switched telephone systems. Unuth (2015) also agrees, and adds that VOIP applications (for example, skype, iphone, iPod touch and ipad are networked hand-held devices via an internet service provider (ISP).

**Key benefits of VOIP and others:** Cost savings and improved efficiency and cost reduction due to reduced travel.
Cloud services: Samara (2012) argues that, cloud computing is the use of third party software, storage or infrastructure that can be accessed by multiple users over the internet. Teach-ICT.com (2013) also sees it as IT service that provides computing power and storage away from one’s company or organization. The ‘cloud’ just means a remote data center is handling the services required rather than a local IT system. For example, Amazon (book publishers) has 17 infrastructure built to deal with its own business. But they realized that they had a lot of idle computing power and storage, so they had to rent it out to other people and companies, and it is called ‘S3’ service. Another huge company – Google – also has lots of space capacity in its data centered on the world, so they too, are offering companies the ability to rent that resource.

Key benefits of Cloud Services: Ability to gauge customers opinions and demands in real time, brand awareness, dynamic customer engagement and relationship development, reduced upfront cost, access to enterprise strength, IT resources (including security infrastructure) and business flexibility and agility.

E-Mail Marketing
E-mail marketing occurs when a company sends a commercial message to a group of people by use of electronic e-mail. Most commonly through advertisements, requests for business, or sales or donation solicitation. Any e-mail communication is considered e-mail marketing if it helps to build customer loyalty, trust in a product or company or brand recognition. E-mail marketing is an efficient way to stay connected with a business while also promoting one’s business (Kagan, 2016).

With e-mail marketing, one can easily and quickly reach target markets without the need for large quantities of print space, television or radio time or high production costs. With effective e-mail marketing software, a business can maintain an e-mail list that has been segmented, based on several factors including the length of time addresses have been on the list, customers’ likes and dislikes, spending habits and other important criteria. E-mails are then created and sent out to specifically target members of a business e-mail list, providing them with a personalized e-mail detailing information that they are interested in or have requested. This helps promote trust and loyalty to a company while also increasing sales.

There are several examples of e-mail marketing campaigns, starting with a welcome e-mail that thanks the new contact for opting in to a business’ subscription. Welcome letters can not only give valuable information about one’s company, they can also request key information about one’s new client, helping the business put the person in the correct category for future marketing efforts. Additional e-mail campaigns include sending out announcements on products or services, a newsletter regarding the company and/or products, coupons for future purchasing and much more. Every e-mail one sends out should have company information on the bottom, giving potential clients a chance to learn more about your company as well as ‘opt-in’ to get future e-mails. Incentive programs that give members a ‘promotion code’ to collect discounts on purchases also allow the business to monitor the effectiveness of the business campaigns as well as what the contacts are interested in (Forootan, 2016).
With the help of e-mail marketing software, e-mail marketing is an effective way to not only reach one’s target markets but also to stay connected with one’s purchasing base. Through efficient use of e-mail marketing, the business can retain current clients while also targeting new markets. The business can easily monitor how effective a marketing campaign is, and see that the business return on investment is substantially higher than with other, more traditional marketing campaigns. Let the internet help guide your customers to you again and again with an effective email marketing campaigns.

**Telemarketing**

Telemarketing is a marketing strategy that involves connecting with customers over the telephone or, more recently, through web-based video conferencing. It is one of the most divisive strategies in modern marketing because many organizations have been known to use irritating or unethical practices in telemarketing. One of the most negatively-perceived versions of telemarketing is known as “robo-calling,” a practice that involves using a pre-recorded message delivered through an automatic dialing machine that can contact thousands of people every day. Because of these and other unpopular methods, there are many government regulations of telemarketing in several countries throughout the world (Marketing-schools.org., 2012).

Despite generating an estimated $500 billion per year worldwide, telemarketing is resoundingly negative in the public perception. The term itself is mostly associated with cold calls to private individuals at home, which can skew some statistics that don't survey businesses or individuals in a professional capacity.

Telemarketing can help a wide variety of organizations achieve improved results in different ways. Though the most obvious form of telemarketing involves company calls to individuals at home to pitch them products, telemarketing is also a significant strategy in business-to-business sales, event promotion, political campaigning, and lead generation for more sophisticated sales procedures (Dickens, 2015).

Companies that wish to promote an event that appeals to a specific demographic segment can also use telemarketing to reach potential participants. For instance, a company that organizes continuing education conferences for dentists, could use telemarketing to contact a large number of dental practices to raise awareness about an upcoming conference, and encourage the dentists to attend.

Political campaigns use telemarketing extensively to raise funds and convince people to vote for the campaign's candidate or cause. Large campaigns, like those for presidential elections, tend to use automated systems to reach the largest number of people possible. Local campaigns for positions like mayor or congressional representative, or for local ballot measures, often employ live telephone representatives instead. A similar method is used for universities and nonprofit organizations that wish to raise funds and increase participation.

According to Kotler (2011) marketing campaigns can be refined to choose only people meeting the right criteria for a given product or service, hopefully improving the response
rates to the campaign. One reason that consumers find ‘junk mail’ so irritating is that much of it is poorly targeted; whereas many do buy as a result of receiving information about products they are actually interested in.

**Blogging**
The term blog comes from the combination of "web" and "log" or "weblog," and was eventually shortened to "blog’ (Duermeyer, 2017). Blog marketing is the process of reaching your home business’ target market through the use of a blog. The greatest power of blog marketing comes from the viral effect of some blog posts. News travels very fast via blogs. In addition to the above, blogging benefits marketers. Readers pick up interesting stories and blog about them to others, third-party blogs. Their readers in turn spread the word to others. All this is done at very little cost to the advertiser, and often has a snowball effect that can be started off with just a few strategically placed blog entries and comments on others’ blogs (Divehi, 2007). A blog also is an additional tool that is not only capable of reaching new customers, but can also build a dynamic community which exchanges information, solutions, reviews and opinions about a business and its products, services and reputation. Reaching new customers, developing brand or personality, gathering feedback, reviews and testimonials and responding to and managing complaints are also additional benefits of blogging to marketers (gov.au., 2016).

**On-line advertising**
Advertising is a paid form of non-personal communication by an identified sponsor to the world at large (Kotler, 2011). So, on-line advertising is a broad term used to describe the paid advertisement that publishers put on their websites to enable the ‘Surfers’ get content and services for free. A tourism agency in Nigeria, Waka.com often does this. What most people hear about is a specific type of online advertising that is tailored to their likely interests by companies promoting their products or services. This is known as Interest-Based Advertising (IBA) or Online Behavioral Advertising (OBA),(NAI, 2014). Many hospitality businesses in Nigeria like hotels and motels often do this. Many businesses advertise through “banners” and similar advertisements on other websites and this offers potential customers a quick and easy way to respond to an advertising message. Tutor 2u (2012) adds that, there is so much on-line advertising that careful targeting is essential, otherwise effort is wasted. The good news is that large popular websites such as Google have very sophisticated systems to help ensure that advertisements on their websites are presented according to what the particular ‘surfer’ seems to be looking for on that website.

**Key benefits of on-line advertising:** keeping content and services free, providing content and advertisement that are better matched to ‘surfers’ interest, fewer intrusive or annoying advertisements, and helping business better serve ‘surfers’

**Corporate Websites:** A corporate website is an informational website operated by a business or other private enterprise such as a charity or nonprofit foundation (Adams, 2013). Most medium to large businesses and many small businesses maintain a website. This will usually include basic contact information as well as key marketing messages about its business and its products. The website offers a good place to keep public
relations information, such as press releases and other announcements about their products. For example Procter and Gamble,( marketers of Ariel laundry detergent, always feminine hygiene products ,crest tooth-paste, etc) and PZ Cussons, Nigeria Plc, (marketers of morning fresh, canoe soap, Venus body cream, rub, premier soap, etc.); maintain corporate web-sites,and, many websites are also electronic stores.

**Geo - demographics:** Kestle (2011) opines that, geo-demography is a branch of market research that assigns the attributes of small areas, usually neighborhoods, to the consumers who live within them, and based on this assignment divides the consumer market place into meaningful segments that are locatable and reachable.

The discipline leverages spatial and mathematical patterns on how people live and shop, to help marketers make inferences about consumer behaviour. These techniques have been widely used since the early 1970s to answer the marketing question, who are my customers”, “where do they live and “how can I reach them”.

Still-well (2009) writes that, this is software package that overlays demographic data over a map. For example, a retailer might choose its location partly on the basis of the demographic make-up of the global population. This could help them place their store in the most convenient place for a suitable size of target market. Demographics is all about measuring and classifying population according to criteria such as age, sex, income, level of education, household composition, and so on.

**Market expansion:** Using media such as the internet allows business to break through geographical barriers to promote products and services faster. Advertising a product on a website can extend an offer to potential customers in any part of the world. However, this assumes that the potential customers have access to the internet. Sending e-mails to potential customers is faster and comes with cost effectiveness, targeting audiences better and is extremely interactive. This makes possible anytime, anywhere, marketing (Wavomba, 2013).

**Product tracking:** In marketing logistics, radio frequency identification (RFID) tags, grant businesses unprecedented control of their products and supply chain. Each RFID chip contains stored information such as product identification number, manufacturing date, and a shipping location that can be transmitted and then received via special electronic reading devices. Companies store the collected information in databases and use it to track products, improving delivery times and reducing the effort needed to locate misplaced items (Heyn, 2014).

**Warehousing:** Enhanced product tracking, detailed digital information archives, and extensive computer networking combine to improve product warehousing. Businesses can now know exactly how much inventory is on hand and can monitor its ebbs and flows, staying one step ahead of harmful shortages. Accurate data collection also enables more efficient use of warehouse space, ensuring that the most profitable items are receiving the most attention, and taking full advantage of market supply and demand( Lynch, 2012).
What are the drawbacks associated with the use of ICTs in business?
People use technology not only for entertainment but also for business. On the surface, technology in business appears to be “all rosy”, but it also holds disadvantages. Business people have to weigh these disadvantages against the advantages before they implement technology in the workplace. (1) **Implementation expenses:** Henderson (2012.), reveals that, the initial capital outlay of buying new equipment, installing the equipment, acquiring the necessary software, as well as maintenance is quite expensive. The cost of training the staff on how to use the equipment is also expensive (BBC Radio 1, 2010).

(2) **Inadequate communications and power infrastructure and security breaches:** Although information technology systems allow businesses to be conducted at a faster pace, they are not without their flaws. Information technology systems are vulnerable to security breaches, particularly when they are accessible via the internet. If appropriate measures are not put in place, unauthorized individuals may access confidential data. Information may be altered, permanently destroyed, or used for unsavory purposes. Many banks in Nigeria have suffered this through their ATMs (Olatunji, 2016). (3) **Breakdowns:** Machinery and equipment may suffer breakdowns which will affect production. Machines work on electricity and if there is no electricity and there are power cuts it will affect work done. (4) **Demoralized staff:** Employees motivation may suffer, if part of their job is replaced by ICT machines. This de-skilling of their job may make workers feel that they are vulnerable to being made redundant.

**Conclusion**
In today’s world it is unlikely that a business can be successful, without applying ICT solutions. Much of the world’s economy is driven and managed by ICT, and it provides companies with a range of tools especially those crucial to marketing success. A properly developed, communications infrastructure can help give the enterprise/marketer a competitive advantage; the ability to satisfy current and potential customers quickly, cheaply and effectively, which is rapidly becoming a key differentiator for enterprises that wish to succeed over the long term.

**Recommendations**
1) ICT in marketing must be brought to a new paradigm, where the tools of ICT will be used maximally, effectively and efficiently to gain business value and competitive advantage
2) Business enterprises must invest heavily on ICTs and see their networks as strategic platforms that can help transform their business and allow them operate more effectively on the global stage.
3) For the Nigerian government, provision and maintenance of infrastructural facilities necessary for ICTs development, such as reliable supply of electricity, telecommunication and transportation are important.
References


